PRICE FIVE CENTS.

DRY GOODS, &C.

The Parade of Women and Misses' Apparel Is On. A Collection That Will Have Much to Do with the Style Trend-for We Gather

Our Product Out of the Best Minds and the Broadest Markets in the World. Take the word of Men—and Women—who know; the undisputed evidence of master minds; the verdict of connoisseurs who judge with an intelligence born of experience. You will understand the position this store now holds as an Arbiter of Women and Misses' Fashions. So far as supremacy goes, there can be no question.

By the removal of various other stocks we have been able to revolutionize the second floor until now it is given over entirely to "Things to Wear." It is the largest, the most complete, most interesting and most picturesque department in New York.

LARGEST—Because it utilizes the greatest amount of floor space. MOST COMPLETE—Because everything of any character that women and misses can wear is centred here, MOST INTERESTING Because with the ralent at our command we are able to execute so much that is entirely original and exclusive.

Our Formal Opening Assumes the Nature of a Very Important Sale. Having practically reversed the character and quality of our stock, we realize the necessity of radical measures in order to acquaint you with it. We KNOW it is without a peer. To convince you of the truth of this statement, we'll tempt you during this "Opening Week" with some really startling values. But whether interested merely as an observer of what is newest and best, or because of the prices—do not fail to be here. It is a show that will be a revelation to you.

PARTY DRESSES for young ladies; all of the newer styles and combinations, in Net, Point d'Esprit, Mull and a variety of other sheer fabrics; prices from \$14.75 to \$50.00

BROADCLOTH COATS. 48 in. long. collarless effect, trimmed with silk and finished with braid. long sleeves with cuffs to match, lined throughout

with black taffeta; a very stunning \$16.50 model; black only...... VOILE SUITS of the best quality material, in black and colors, silk lined throughout; the style is a reproduction of a more expensive model—correct and perfect in style and finish \$35.00

Silk and Cloth, Eton, Pony and long Coat models, trimmed with self color or contrasting braids; prices from......\$6.50 to \$55.00

BROADCLOTH COATS, short, tight fitting, fly front, collariess, trimmed with slik and \$6.50 finished with braid; all sizes to 44.....\$6.50 TAILORED COATS, in the shadow plaids, loose model, double-breasted front, with fancy buttons, collarless, with green cloth and green and white soutache braid to finish; value \$14.75, \$9.75 for Monday.....

Waists of Silk, Net, Lace, Linen and Cotton; hundreds of beautiful models, suitable for all occasions; our assortment of Lingerie Waists in fine Lawn, Mull and Batiste is worthy of inspection; prices extremely low for quality offered.

LAWN WAISTS, with "Bebe" yoke of the Val. lace, panel of embroidery, with two rows of lace; pleated back and front, short sleeves with lace cuff; another model with deep pointed yoke of allover embroidery and lace, tucked back and front  Costumes for Reception or Evening Wear, of Lace, Silk and Net; all of them masterpleces; only one of a kind; prices from \$75.00 to \$195.00.

PICTURESQUE Because of the great rainbow of colorings which predominate in this season's styles.

BOLERO COAT SUITS of fine Broadcloth, also Panama, in black and prevailing shades, tastefully trimmed with silk and braid—circular gored skirt, all of the little details of the best 1906 models comprised in this number..... \$24.75 MISSES' PRINCESS DRESSES of silk mull in a variety of delicate shades, insertions of lace, beautifully tucked; value \$25.00 \$18.00

MISSES' SPRING SUITS of chiffon Panama in black and prevailing colors, Eton Jacket hand-somely trimmed with novelty braid and slik Prin-cess girdle, full pleated circular skirt; \$25.00

TAILOR MADE SUITS of Broadcloth in the prevailing colors, also shadow checks and plaids-Val. lace, yoke back and front is nearly all lace, with hemstitching, short sleeves, with the \$5.00 of silk and fancy buttons—skirt circular gored. Value \$22.50, for...... \$14.75



Sale of Hosiery.

Dress Skirts, of silk, plain and fancy, Chiffon Panama, Volle and fancy weave Mixtures. All the new models of the season. Habit back,

CAPES of Cloth , Silk and Lace, different lengths,

trimmed with braid and ribbon; sizes 36 to 46; prices................\$10.00 to \$29.75

COVERT JACKETS, in strapped effects, also loose box models; prices range, according to style and quality, from.....\$5.00 to \$24.75

sunburst, circular gored and pleated effects.

We purpose building up in this store a hosiery business that will be known far and wide-for the variety of stock and the unusual fairness of ALL prices. To this end we have taken half of the best aisle in the store—the main artery—and stocked it with everything that is new and worthy and good. To set the ball a-rolling we shall offer for to-morrow some of our very best numbers-at prices to undersell all others.

25c. HOSIERY, 15c.

C 1,000 doz. of these goods are put out for to-morrow, and they are the cream of the sale, morrow, and they are the cream of the sale, comprising Women's fast black full fash-joned, gauze lisie threads, double soles, heels and toes; Women's fine imported Hermsdorf dye, fast black cotton hose, double soles, heels and toes; also Men's full fashioned regular made socks, double soles, and Men's fine Maco yarn, fast black socks, unbleached soles. 

Women's finest full fashioned imported gauge list threads, fast black hermsdorf dye, with neat silk hand embroidered effects; Soc. value. 25c Children's 19c. Hose, 11c. Poys' and Gleis' School Stockings; real good, strong quality, absolutely fast black, full seamless; will not turn green; narrow ribs, full elastic, double knees, heels and toes; sizes 6 to 3½ inch; value 19c.; sale price. 11c

We Will Continue Through Another Whole Week

New York's Greatest Sale of Silkso Despite the worst winter weather of the season, we have sold more Silks the past week than in any single week since this store has been here. On Monday—right in the blizzard—our sales were phonomenal. What

our sales were phenomenal. What's more, the offerings were phenomenal, too. We de-

We've more of the identical kinds advertised last Sunday-for this coming week; an abundance of every kind; enough to give us a week of extraordinary selling.

We are very sure it is impossible to duplicate the values in any other store, and it will pay

NOVELTY DRESS SILKS, | ROUGH SHANTUNG SUIT- | YARD WIDE BLACK DRESS

Men's \$1.00 Silk Socks, 79c. Men's fast black, pure eilk Socks, sheer gauze weight, perfect quality, lustrous jet color, made with double cotton soles, heels and toes; a high grade; good \$1.00 socks, at...... 70c.

you to buy your supply while these prices are in vogue.

all new designs, pure silk, and an excellent quality; real value 75c. 49c ings. 27 inches wide, very superior quality; real value 69c., 48c YARD WIDE NATURAL BLACK CREPE DE CHINE,

Pongee Silks, very superior quality; real value 69c. yard, 39c at 40 inches wide, an excellent dress quality; real value \$1.50 95c

BLACK METEOR CREPE, 3UN METAL PON24 inches wide; pure silk; real 59c
value \$1.00, at 50c
YARD WIDE BLACK PAROLUTIAN AVEILABLE AVEILABL

de Sole, pure silk, excellent opc wide, one of the season's new-quality; worth \$1.00, at..... opc

To-Morrow! Our Greatest Sale of Novelties in

## Leather Goods stationery AT HALF PRICES.

An entire stock of maker's samples—the finest ever brought into a store for a sale; all bright, new and attractive articles, such as you'll only see in the most exclusive stores. Divided into price lots as follows:— 10c, 25c, 50c, 75c, 95c, \$1.45, \$1.95.



Another Big Sale of Plain and INLAID

LINOLEUM. When we advertise this Linoleum at the prices—you may take it for granted we've plenty of every kind and every width mentioned. No short pieces or mill ends—but bright, snappy new pat-erns right from the mill. For to-

20c FOR 40C. AND 50C. GENUINE CORK LINOLEUM; full 2 yards wids; splendid assortment of the very latest and best patterns; sold everywhere at 40c. and 50c. the yard.

45C FOR GENUINE IMPORTED SCOTCH LINOLEUM; a theroagaly reliable quality; full 2 yards wide; large variety of the latest floral and mosaic file effects; always sold at 65c.

FOR REGULAR \$1.40 INLAID LINOLEUM; extra quality; colors go through to the back; latest tile, mosale and wood-flooring effects; most serviceable of all linoleums; 2.500 yards. Chines, 24 inches wide, heavy, fast edge quality, all colors; also white and black; real value 75c. 49C

# Third to a Hali Saved on Dress Goods.

A busy week in the Dress Goods Store—the one just past. But no more so than the present one will be. Many of the great offerings you read about last Sunday will be continued through to-morrow. Here's the news—and it's worth reading.

\$1.00 All Wool Chiffon Pana-mas, 50 in. wide, elegantly finished, 50 C 79c. All Wool Nun's Veilings, 44 inches wide, made from finest Australian 49c wool, with a rich, silky finish. The ideal

very popular for Eton Suits. Cream, black, Alice blue, reseda, electric blue, tan, grays, fabric for Spring gowns.

brown, hunter's, garnet, marine, navy. Nowhere will Black, cream, Alice blue, old rose, beige, grays, reseda, you find Panamas of this quality and width under \$1.00. cardinal, navy and twenty other shades. 51.25 Gray Tailor Suiting,
54 inches wide, in the newest effects now so
much in demand for skirts and costumes.

79c S1.50 German Satin Prunella
Cloth, 44 inches wide, all pure wool........
With a superior at the latest states and cost times. \$1.25 Gray Tailor Suiting,

With a superior satin lustre, chiffon weight, very fash-Checks, stripes, invisible bars, overplaids, &c. ionable and serviceable. Light, medium, dark grays.

You will not find sultings of this quality, style and width Alice blue, old rose, grays, tans, resedus, reds, blues and other shades; also black.

Made from superior lustre yarns, 39c 51 All Wool Cheviots, 49c 52 in. wide; sponged and bright and silky black, brown, garnet, tan, green, royal and navy. Regular value 75c. 52 in. write, red and navy. Regular value 75c. 55 in. wide; sponged and silky black, brown, grant, tan, green, royal and navy. Regular value 75c. 55 in. wide; sponged and navy. Regular value 75c. 56 in. wide; sponged and navy. Regular value 75c.

Black Goods---Greatest Values of the Year.

\$1.25 Imported Panama, Chiffon Fin- 79c T5c. Imported Silk Lustre Mohair ish, 50 inches...... Brilliantine, 45 inches....

Bibles, Praver Books and Religious Articles for the Lenten Season.

KEY OF HEAVEN, with white celluloid covers, in a variety of handsome designs.

49c. to \$1.49

THE CHILD'S PRAYER BOOK, from Sc.

MOTHER OF PEARL BEADS, with metal chains 10c, and 25c, pair MOTHER OF PEARL BEADS, with German aliver links 39c, to 69c, pair MOTHER OF PEARL BEADS, sterling sliver links 55c, to \$1.85 pair ROSARY BEADS, mounted on gold plate link; colors, amethyst, topaz, cmerald, crystal, amber, turquoise and garnet; from \$1.50 to \$3.50 pair RELIGIOUS STATUKS, full associament, \$9c, to \$6.25 HOLY WATER BOTTLES 10c, to \$6.28 HOLY WATER BOTTLES 25c, to \$3.60 ORDCHEIXES 10c, to \$5.98 SANCTUARY LAMPS 59c, to \$2.49 SCAPULARS. 5c, to 49c MOTHER OF PEARL BEADS, with metal

Episcopal Prayer Pooks. Bibles & Testaments,

# Silk Petticoats.

Another Sale. Regular \$7.50 Kinds \$21.75 These Petticoats are of an extra fine grade of taf-feta silk, handsomely accordion pleated, with ruffle and ruche or deep extension ruffles finished with ruche. They come in black and all the newest colorings; positively worth 4.75

5.95 for extra size Petticoats, in black only. Very fine quality; made with extension ruffle; finished with tailored bands or accordion pleated—with tucked ruffle or ruche. Value \$8.25.

\$1.25 for Long Kimono

\$3.95 for Long Kiminos.

of very excellent crepon, in pink, blue, lavender and red; indished with hin isome Persian borders; excellent value at \$1.95.

RITHIOS.

RITHIOS.

Fine quality of Florentine silk in flowered and Persian effects; indished with sail ribbon borders; real worth, \$6.50.

SPECIALS FOR MONDAY ONLY IN

### Blankets & Bedding. Sheets and Pillow Cases for less than the actual cost of the materials.

Bed Spreads and Blankets equally low priced. This is the Monday story-of interest to you—and little comment is necessary, after you read the values. 45C. SHEETS AT Bleschied Cotton Sheets, made with 31C orth size; good quality, white fleece centre seam, nicely finished, size of the size; good quality, white fleece of the bleschied cotton Blenkes, with light blue or place before the size of the size; good quality, white fleece of the size; good quality and the size; good quality a

75C. SHEETS AT

15C. PILLOW CASES AT 11/2C 10 yards for 10 yards for 22 inches wide; cotton Diaper Cloth; specially prepared; free from all impurities; autiseptic and absorbent. 75C. SHEETS AT Extra Heavy Sheets, unde of Standard bleached cotton, full double 59C with just enough cotton to prevent them from strinking; large, double bed size.

\$1.35 BED SPREADS OSC S1.00 SLUMBER BLANKETS, 49C Fallan Slumber Blankets, in a large variety of striped patterns and pretty colorings.

\$1.25 BED SPREADS SOC AT

Fringed white erochet Bed Spread, protty Marseilles patterns; large size there spreads have with best quality fancy figured slikeline and some alight mill imperfections.

#### You Cannot Duplicate These FURNITURE SPECIALS

Taffeta, very superior quality of imported taffeta; real value \$1.50, 95c

FOULARD SILKS, 24

COLORED CREPE DE

in Any Store in New York. They're for Monday only. We cannot fill mail or C. O. D. orders for any of them. Prices are made solely with a view of bringing you to our fourth and fifth floors to-morrow—to see a furniture store that is a complete as we know how

\$19.00 SOLID OAK BUREAU. 11.00

Oval French bevel plats mirror, awell front base, with two top and two large \$4.00 WRITING DESK...... 1.98 Made of golden oak, with brace arm and came seat; a strong and neatly made chair. \$21.00 WHITE ENAMELIED 18.50

Heavy continuous post, brass centre acroll four feet; full size, with iron woven spring and chastic felt mattress. \$11.00 SLIDING STEEL COUCH. 6.95 Can be separated into two couches; mede with 52 helical steel springs; with green denim covered bair mattress.

#### TO-MORROW WE WILL SHOW YOU THE POSSIBILITY OF BEAUTY IN Trimmed Hats at \$5.00.

Opening days are a thing of the past. We have jumped into very busy selling—to which there will be no let up for some weeks ahead. Of particular interest to-morrow—and the week—will be our showing of Trimmed Hats to sell at five dollars.



It is a little price for a very big hat; big in every sense of beauty and exquisite trimming; big in originality and style, We lay particular stress on Hats at this price-because it strikes a happy medium; helps you to several Hats in a season—instead of one or two. You'll marvel at the

> Styles range from the large dress Hats to the wonderful variety of Sailors, Toques rn'l Ronnets: Hats that we doubt can be duplicated in any other store for less than \$7.50 to \$10-provided they give you the same character of trimmings. 2d Floor.

Easter Specials—1st Floor

Ready to trim and ready to wear Horsehair Braid Hats; smooth and open effects; black and colors; some trimmed with Velvet Chiffon and Silk; Dress shapes, Toques and new Sailor 1.00 effects; samples worth up to \$4.95. Very special, at, only. Ostrich Plumes, in white, pink, light blue: 13, 15 and 17 in hes long; full wide heads; 98c values up to \$3 each. Very special, at, only

# 10,000 Pairs of Douglas

Just think! Genuine W. L. Douglas Shoes, known and recognized the world over as the very finest footwear men can buy. Shoes the values of which are just as staple as sugar. And

Ten thousand pairs—and the quantity is underestimated. The greatest quantity we have ever had in the store; hence the BEST assortment and the BEST values. The sale of them to-morrow will be the talk of New York. Don't miss getting a pair—or two.

yet we save you a goodly sum on every pair. Slightly factory damaged-that's the reason, Shoes and Oxfords in this lot—every style, every size. Some in black dull leathers; others in patent leather and some in tan and Russia calf. You can't help getting a bargain to-morrow.



## Handsome Easter ROBES Offered at a Very Big Saving



You may have an Easter gown of the very latest Paris fashion—if you buy one of these Robes. We have for this week an immense collection of them in all the newest designs, including:

Black Llerre Lace; Black Sanneled Net; Black Silk Embroidered Net; Black Chartilly; White Llerre Lace; White Silk Embroidered Net; Benaissance Lace (white and cream); Lawn Embroidered; Battate; Hard Embroidered Lawn Embroidered; Battate; Hard Embroidered Lanen; Handkerchief Limen, &c.

BLACK SPANGLED ROBES.

> \$4.75, worth to \$10.00. \$7.50, worth to \$15.00. \$10.00, worth to \$20.00. \$15.50, worth to \$35.00. \$25.00, worth to \$40.00. LACE ROBES.

> \$7.50, worth to \$15.00. \$10.00, worth to \$20.00. \$12.98, worth to \$25.00. \$15.50, worth to \$35.00. \$20.00, worth to \$40.00. LAWN AND LINEN ROBES.

\$7.98, worth to \$15.00. \$11.25, worth to \$25.00. \$13.50, worth to \$30.00. \$16.25, worth to \$55.00. \$19.75, worth to \$40.00.

Great End-of-the-Month Sale of

## Choicest Groceries. All you need to do is to compare prices for the same articles with what others charge; no question then as to where you'll spend your money. Phone 1801—Chelsea.